

FOAM EXPO
North America

**ADHESIVES &
BONDING
EXPO**

JUNE 25 - 27, 2024 | NOVI, MI, USA

SPONSORSHIP PACKAGES

GROW WITH US

In response to clear market feedback, we're delighted to offer renewed and finely tuned sponsorship opportunities for Foam Expo and Adhesives & Bonding Expo 2024.

Designed to offer comprehensive 'route to market' solutions, 2024's new and improved sponsorship options deliver a well-balanced blend of thought leadership, brand awareness and lead generation to dramatically increase your impact amongst our audience and wider database over a **12-month period.**

BOOST exposure, **CREATE** curiosity, **ENHANCE** market perception, and **MAXIMIZE** engagement through one of our tiered packages.

With various tiers encompassing budgets of all sizes, we can offer all exhibitors the opportunity to gain better market visibility and brand positioning amidst our audience.

Visit our sister show

FOAM EXPO
Europe

October 16 - 18, 2018 Hannover, Germany

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I was able to find many new potential suppliers and meet with existing suppliers. It was our first time at the show, and we realized we should have been coming for years!

Ford Mcdermott,
Optimum Technologies, Inc.

PACKAGES

BRONZE SPONSORSHIP

16 AVAILABLE

- Logo with hyperlink on sponsors page of website

In addition, logo featured within bronze tier:

- On official website
- Onsite at entrance and in hall
- On all visitor promotional emails
- On all post-show emails

\$995

SILVER SPONSORSHIP

12 AVAILABLE

- Logo, with hyperlink, and company overview on sponsors page of website
- 1 x social media post (sponsor to provide copy and creative)
- ½ page show guide advert
- Product feature in exhibitor tech showcase (sponsor to provide copy and creative)
- Spot on Exhibitor Demonstration Agenda on day 3 of show

In addition, logo featured within silver tier:

- On official website
- Onsite at entrance and in hall
- On all visitor promotional emails
- On all post-show emails

\$2450

GOLD SPONSORSHIP

8 AVAILABLE

- Logo, with hyperlink, and company overview on sponsors page of website
- 3 x social media posts (sponsor to provide copy and creative)
- ½ page show guide advert
- Premium spot on Exhibitor Demonstration Agenda on day 3 of show
- Product feature in exhibitor tech showcase (sponsor to provide copy and creative)
- Product development content on industry insights page (sponsor to supply content)
- CEO interview on website & social media campaign
- 1 x speaking session in Solutions Innovation Stage
- Bag insert

In addition, logo featured within gold tier:

- On official website
- Onsite at entrance and in hall
- On all visitor promotional emails
- On all post-show emails

\$5950

PACKAGES

PLATINUM SPONSORSHIP

3 AVAILABLE PER SHOW

- Logo, with hyperlink, and company overview on sponsors page of website
- 4 x social media posts (sponsor to provide copy and creative)
- Full page show guide advert
- Premium spot on Exhibitor Demonstration Agenda on day 3 of show
- Product feature in exhibitor tech showcase (sponsor to provide copy and creative)
- Product development content in industry insights page (sponsor to supply content)
- Product development content promoted in quarterly industry update email
- CEO interview on website & social media campaign
- 1 x speaking session in Solutions Innovation Stage
- 2 x Floor tiles
- Choice of one major onsite branding activity - bag sponsorship, badge sponsorship OR lanyard sponsorship

In addition, logo featured within platinum tier:

- On official website
- Onsite at entrance and in hall
- On all visitor promotional emails
- On all post-show emails

\$13,450

DIAMOND SPONSORSHIP

1 AVAILABLE PER SHOW

- Logo, with hyperlink, and company overview on sponsors page of website
- 5 x social media post (sponsor to provide copy and creative)
- Show guide sponsor with logo on front of show guide
- Full page show guide advert
- Premium spot on Exhibitor Demonstration Agenda on day 3 of show
- Product feature in exhibitor tech showcase (sponsor to provide copy and creative)
- Product development content on industry insights page (sponsor to supply content)
- Product development content promoted in quarterly industry update email
- CEO interview on website & social media campaign
- 2 x speaking sessions in Solutions Innovation Stage
- 2 x Floor tiles
- Registration Sponsorship
- Entrance Sponsorship
- Coffee cup Sponsor (sponsor to provide coffee cups)
- Banner with logo underneath theater hanging banner and free-standing branding in theater

In addition, logo featured within diamond tier:

- On official website
- Onsite at entrance and in hall
- On all visitor promotional emails
- On all post-show emails

\$28,950

PACKAGES AT A GLANCE

PACKAGE	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND
PRICE	\$995	\$2,450	\$5,950	\$13,450	\$28,950
QUANTITY	16	12	8	6 (3 per show)	2 (1 per show)
Sponsor position with logo: <i>On official website</i> <i>Onsite at entrance and in hall</i> <i>On all visitor promotional emails</i> <i>On all post-show emails</i>	✓	✓	✓	✓	✓
Logo with hyperlink on sponsors page of website	✓	✓	✓	✓	✓
Company overview on sponsors page of website		✓	✓	✓	✓
Social media posts (sponsor to provide copy and creative)		x 1	x 3	x 4	x 5
Show guide advert		1/2 Page	1/2 Page	Full Page	Full Page
Product feature in exhibitor tech showcase (sponsor to provide copy and creative)		✓	✓	✓	✓
Spot on Exhibitor Demonstration Agenda on day 3 of show		✓	✓	✓	✓
Product development content on industry insights page (sponsor to supply content)			✓	✓	✓
CEO interview on website & social media campaign			✓	✓	✓
Speaking session in Solutions Innovation Stage			x 1	x 1	x 2
Bag insert			✓		
2 x Floor tiles				✓	✓
Choice of one major onsite branding activity- bags, badges OR lanyards				✓	
Show guide sponsor (logo on cover)					✓
Product development/launch content promoted on quarterly industry update email				✓	✓
Registration Sponsorship					✓
Entrance Sponsorship					✓
Coffee cup Sponsor (sponsor to provide coffee cups)					✓
Banner with logo underneath theater hanging banner and free-standing branding in theater					✓

INDIVIDUAL ITEMS

AISLE SIGNAGE SPONSORSHIP

Get added visibility during the expo and drive traffic to your booth with sponsored exhibit hall signs. Logo on double-sided banner hung above each aisle throughout the exhibit

\$6,000 (EXCLUSIVE)

CONCESSIONS/ CATERING AREA SPONSORSHIP

Generate brand awareness and direct traffic to your booth with branded signage throughout the attendee dining area

\$12,500

SOLUTIONS INNOVATION STAGE SPONSOR

A key feature putting the spotlight on new solutions being introduced to the market. Position yourself as the overall Sponsor of this area where decision makers and visionaries will meet to discuss the future of the industry.

Collect the **contact details of every attendee** to use this stage over the course of the event to generate hundreds of red-hot leads

\$25,000

NETWORKING RECEPTION SPONSORSHIP

A great way to host an industry gathering for a wider audience of clients and prospects. With branding and food and drinks included, this is a great way to promote your brand, network and develop new opportunities.

\$12,500

FLOOR PLAN SPONSORSHIP

Get added brand recognition and direct traffic to your booth with event floor plan sponsorship.

Sponsorship includes:

- Sponsor logo on interactive website floor plan, printed floor plan in onsite Show Guide and event signage
- Highlighted sponsor booth with logo on the show floor plan
- Full-page advert in onsite Show Guide

\$6,450

CONFERENCE SESSION SPONSORSHIP

Reach a targeted segment of the industry by sponsoring a conference session relating to your products. Offering prime visibility!

Sponsor logo positioned on:

- All conference materials and promotional literature distributed before and during the conference session
- Sponsor page of event website with company bio
- All printed and digital promotional materials
- Event 'Thank you to our Sponsors' signage
- Standalone graphics in the conference theater DURING session
- Opening slide of presentation

\$3,450

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It is the single best source for manufacturers and fabricators who can help design and produce parts/products. For end users and designers there is no better single venue you can go to become familiar with new technologies in production and converting

*Patrick Shabal,
PANELTIM USA LLC*

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